

PR TOOLKIT FOR “DEATH LAP” ANNOUNCEMENT



A VR COMBAT RACING GAME FOR THE OCULUS QUEST AND RIFT PLATFORM

Welcome to [‘Death Lap.’](#) where death and destruction blend raw horsepower and engine! Introducing a VR combat racing game, where players must demonstrate the skillful art of racing. Driving and shooting skills make the difference between life or death.

Players get ahead of their rivals through pickup bonuses to go faster or destroy their opponents and boosters to go more quickly for a short time. Around the clock challenge where drivers get speed bonuses or more energy when they perform stunts. Adding to the hilarious racing action is the use of the deadly supply of weapons, allowing racers to kill one another on the road to victory.

Single or multiplayer this game allows racers to fight each other on a variety of unique tracks. The drivers must destroy the maximum number of opponents while competing for the first place.

The purpose of this toolkit is to suggest ways to promote our new title [‘Death Lap.’](#) as widely as possible. From now onwards, a press release will be sent out every month including new marketing collateral and more details about the game.

THE PLOT

Let us introduce you to Nitro Saint Payne, the most wonderful, marvelous, and handsome host. A prodigious racer from the age of sixteen. He learned the skillful art of racing from his father, and he even broke the world's land speed record, accelerating well over 850 mph. But, during what was to be his 500th win, he foolishly allowed his wife and daughter to ride in his racecar. On his last lap, he spun, and he crashed. The car rolled thirty-three times. He was the only survivor.

Filled with such rage, he devolved into madness, but he embraced the humor in it all. He turned to insanity for healing of his grief, and traded his legacy of honor and achievement for Maniacal Horror and Pure, Magnificent Entertainment, which developed into '[Death Lap](#)' — a way for him to "create" the next greatest racer, someone worthy for him to pass his title to, through any means necessary. The victor will inherit a mighty legacy!

Nitro Saint Payne is a fictional character inspired by a mix of famous supervillains — [Arcade](#) from Marvel Comics, a combination of an evil genius and a hitman; [Mojo](#) from Marvel Comics, a ruler, slave trader and host of a deadly show; Dan Killian in [The Running Man](#) science fiction novel written by Stephen King; [Joker](#), the criminal mastermind and archenemy of the superhero Batman; and last but not least, [Cruella de Vil](#), the main antagonist of [The Hundred and One Dalmatians](#), a pop-culture type epitomizing a person who is very, very mean, and has an enormous ego.

He is portrayed by [Gil Alma](#), a French actor, comedian and producer. He was awarded by [Talents Adami Cannes](#) 2008.

Marketing collateral: you can download the OZWE logo in black or white, Death Lap logo and three screenshots in png format. Also, we have made a special section of GIFs to give a variety of possibilities while communicating about us: <https://ozwe.com/DeathLap-MarketingCollateral>



DEATH LAP – TEXT TEMPLATE

The below template is a guide that includes key messages that can be used to help you communicate about our new game: [‘Death Lap’](#).

Overview

Genres: Arcade, Racing, Shooter

Platform: [Oculus Quest](#) and the [Rift Platform](#)

Mode: single-player and multiplayer

View: first-person & third-person view

**Titles**

- Introducing ‘Death Lap,’ a VR Combat Racing Game Coming Soon From OZWE Games
- ‘Death Lap,’ a VR Combat Racing Game Coming Soon for the Oculus Quest and Rift Platform
- Announcing ‘Death Lap,’ a VR Combat Racing Game From OZWE Games

Taglines

- Death Lap: no Rules, no Fear.
- Death Lap, all shots are allowed!
- Death Lap: If the speed doesn't kill you, the driver beside you will.
- Death Lap: Will you rise from the flames or will you burn?
- Death Lap: The Skillful Art Of Vehicular Combat.

Description

Death Lap is a VR Combat Racing Game that breaks all the traditional rules of the road. Unlimited hours of wilderness challenges and rewarding experiences where racers fight for more than their life in its brutal tracks of no rules, no fear.

Racers experience the danger and beauty of racing at the limit in five devious tracks, navigate through dozens of obstacles, chase other players through crazy jumps, surprising tunnels and enjoy unknown velocities.

Key Features

- **Fast driving.** Master your steed in first or third-person view. Use it to its best capacities, drift and jump over the minefield as quick as you can.
- **Battle for survival.** Use the deadly supply of weapons, maneuver undetected into the hostile run, execute combat tactics for attack or defense, and enjoy a good shot of adrenaline.
- **Choose your car.** Select your favorite vehicle to brave the peril of the show. Each car has a unique personality with its own set of weapons and abilities.
- **Ruthless tracks.** Enjoy various races environments as wild and bloody as beautiful. Take advantage of its secret paths and obstacles.
- **Cunning strategies.** Use your car and environment wisely. Get the bonuses scattered around and use them smartly.
- **Single or multiplayer.** Play against the AI or real players to test your might and speed. Maybe you'll be strong enough to get on the pantheon of greatest players.

Vehicles & Weapons

Players can choose from five different cars to match their playstyle. Racers continuously put their lives on the line. Each of them possesses a long-range weapon (LRW), a close-range weapon (CRW) and a special power. The LRW allows players to hit their enemies at long distances or activate traps. And the CRW triggers automatically when an enemy is at a range.



DEATH LAP - QUOTES BY OZWE'S TEAM

Here you can find approved quotes that can be used to help you communicate about our new title: "Death Lap".

Stephane Intissar, CEO of OZWE Games, said: "There is a general "if the speed doesn't kill you, the driver beside you will" tone, giving the player a sweet dose of dark humor."

"OZWE Games and Oculus have a shared goal of making players smile through different gaming experiences," said Stephane Intissar, CEO, OZWE Games.

Stephane Intissar, CEO of OZWE Games, said: "Shooting while driving is super fun in VR!"

Camille Müller, Art Director of OZWE Games, said: "With a lot of modesty, our game is awesome."

"You'll love to be a little Piston," said Camille Müller, Art Director, OZWE Games.

Alma Moya Losada, Head of Marketing and Communication at OZWE, said: "Death Lap is an insane thrill ride where racers drive to survive or die trying."

Jocelyn Weiss, Technical Director of OZWE Games, said: "I've always loved racing games, but VR is bringing much more to it, and Death Lap introduces shooting as well which emphasizes your experience so much. We are bringing racing, shooting, multiplayer, all in VR, what else!"

DEATH LAP - QUOTES BY NITRO SAINT PAYNE

Here you can find Nitro's voice over that players discover while playing and that can be used to help you communicate about our new title: "Death Lap".

Nitro Saint Payne, the maniac TV host of Death Lap, said: "If this were a horror movie, you'd be the first to die! HAH!"

Nitro Saint Payne, Death Lap prodigious racer, said: "There is nothing worse than being slow. It is wasted time that you will never have again."

"I want to watch the replay all the time!" said Nitro Saint Payne, the fictional character designed by OZWE Games for their latest VR title Death Lap.

SELECTED ARTICLES

[Introducing 'Death Lap,' a Frenetic VR Combat Racing Game Coming Soon From OZWE Games](#)

- Oculus

SOCIAL MEDIA

Twitter: follow [@OZWEGames](#), and please add our handle and use the hashtags #deathlap and/or #ozwe if you have space.

Instagram: follow [@ozwegames](#) and please tag us and use the hashtags #deathlap and/or #ozwe.

Facebook: [@ozwegamesvr](#) Like, comment or start a discussion.

LinkedIn: go to "[OZWE Games](#)", add our handle and use the hashtags #deathlap and/or #ozwe if you have space.

MORE INFORMATION

About [OZWE Games](#): a Swiss development studio pioneering in Virtual Reality (VR) games with Oculus (Facebook-owned) as an official partner. Our studio is a leader in VR with a deep foundation in mobile optimization techniques and solid knowledge in cross-play and cross-platform development.

About [Oculus Studios](#): Oculus Studios is a division of Oculus that focuses on funding, publishing and giving technical advice to third party studios to create games and experiences.

If you would like any PR help please contact Alma Moya Losada, the Head of Marketing and Communication at OZWE Games on alma@ozwe.com.